



## **Trip Reduction Performance Program projects 2005–2007**

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The sixteen projects described below have been selected to receive \$1.5 million in funding from the Trip Reduction Performance Program 2005–2007. The projects will provide services that reduce drive-alone commuting.

### **Statewide projects**

#### **1. Pay As You Drive (PAYD) Pilot for Washington State \$116,000**

The project will explore the ability of “pay per mile” insurance to reduce vehicle miles traveled while gaining market share for an insurance partner. By converting the cost of insurance from a fixed to a mileage-based cost, PAYD will encourage its participants to reduce trips in order to reduce the cost of insurance, the highest cost of driving. The project is expected to reduce 600 annualized trips.

King County Metro is the lead agency on the Pay As You Drive Pilot. Other sponsors include King County Department of Natural Resources, City of Bellevue, City of Redmond, City of Seattle, Puget Sound Clean Air Agency, Northwest Environment Watch, Climate Solutions, Transportation Choices Coalition, Bicycle Alliance of Washington, and Washington State Insurance Commissioner.

### **Central Puget Sound projects**

#### **2. Seattle Department of Transportation—Smart Commute \$126,995**

The project will use financial incentives to reduce drive-alone commuting in Fremont and in downtown Seattle and surrounding neighborhoods. Project innovations include:

- targeting businesses in areas impacted by major construction projects
- cooperating with partners with similar goals
- giving incentives to third parties to refer others to participate in the program

Smart Commute will help reduce congestion in Fremont during a 10-month-long construction project that will reduce the capacity of a major bridge by 50 percent. In downtown Seattle, the project will help mitigate the impacts of the closure of the transit tunnel. The project is expected to reduce 311 annualized trips.

#### **3. Seattle PEMCO—Ride Together Commuter Benefits Program \$14,000**

This project will reduce commute trips by educating PEMCO employees on their alternatives and giving them financial incentives for using an alternate mode while increasing the parking charge for employees who drive alone. The project is expected to reduce 40 annualized trips.

#### **4. King County Metro—Vanpool Incentives Program \$175,000**

King County Metro will use incentives to create 56 new vanpools and to keep existing vans filled during the 2006–2007 biennium. New riders, drivers, primary bookkeepers, and recruiters will be

eligible for a \$50 gift card. Survey data shows that commuters join vanpools after hearing about them through another participant. The project is expected to reduce 646 annualized trips.

**5. Duwamish Transportation Management Association—Easy Rewards \$264,835**

The project will help businesses and employees prepare for the closure of the Alaskan Way Viaduct. Individuals who try an alternative to driving alone will receive financial incentives, with ongoing participation rewarded for up to one year. An on-line program will make administration efficient, leaving more funds for incentives. Cash incentives will be provided to area employers for creating CTR programs that include subsidies to employees. The project is expected to reduce 800 annualized trips.

**6. City of Redmond—Employer Commuter Club \$218,750**

This project will create a new, employer-based commuter club that will offer employees an opportunity to earn points and rewards for using alternate commute modes. This project will allow Redmond employers to use the popular R-TRIP commute calendar system to offer incentives to their employees beyond R-TRIP's one-time start-up incentives. The project is expected to reduce 625 annualized trips.

**7. City of Issaquah—ITRIP: A Salmon-Friendly Commuting Program \$51,600**

The project will use education and incentives to decrease single-occupancy vehicle travel in and out of the city during the peak morning commute. The project will add six new business partners to the existing Issaquah Trip Reduction Incentive Program Network (ITRIP) and create a new ITRIP Network for the Issaquah Highlands. The project goal is expected to reduce 120 annualized vehicle trips by 2007.

**8. David Evans and Associates—"Dare to Share" Program \$6,300**

This Bellevue-based company will provide financial incentives to its employees to persuade them to carpool, vanpool, ride transit, cycle and walk. The project is expected to reduce 18 annualized vehicle trips, or 560 roundtrip vehicle miles per day.

**9. Children's Hospital: Diverse CTR Tools for a Diverse Workforce \$12,695**

This project will use promotions, ridematching events, and incentives to increase ridesharing among Children's Hospital employees. Ridesharing will be promoted to staff that work diverse shifts and speak diverse languages while coming from varied socioeconomic and cultural backgrounds. The project is expected to reduce 2,800 miles per day and 49 annualized vehicle trips at a cost of \$259 per trip.

**10. City of Bellevue—Flexcar: Destination Bellevue \$30,000**

Each participating employee will receive the free use of a FlexCar for 10 hours a month, eliminating two major barriers to reducing work trips: the need for a car at work and the small difference between daily incremental parking charges and a monthly parking charge. The annoyance of paying daily charges leads people to pay a monthly parking fee to make life easier, encouraging more driving to work—"I've already paid for my parking, why not use it?" The project will reduce an estimated 100 daily drive-alone trips.

## Projects outside of Central Puget Sound

### **11. Spokane County—Riverpoint Bicycle Barn** **\$10,500**

The project will provide a secure area for employees cycling to work at the Riverpoint Campus shared by Washington State University and Eastern Washington University. A room provided by the administration will be remodeled and wall-hung bike racks added. The project will also provide incentives—primarily gift cards—to participants using other modes of commute as rewards for increasing their participation or recruiting new participants. The project is expected to reduce 35 annualized trips.

### **12. Spokane County—Get on Board with MyCommute.org** **\$252,000**

The project will partner with public and private organizations to promote the use of commute alternatives while using an online calendar, mycommute.org, to gather live data. A single comprehensive program will be offered both to worksites required to participate in the Commute Trip Reduction Program and to voluntary sites. Using one program will support consistent messaging while conserving administrative costs. The project will offer monthly incentives, education, marketing tools, and turn-key promotions, while increasing the support of local businesses and public agencies. The project is expected to reduce 700 annualized trips.

### **13. Intercity Transit—Tumwater Commuter Challenge** **\$112,095**

Intercity Transit will reduce the drive-alone rate at four major worksites in Tumwater through the use of individualized marketing techniques, attractive incentives, and teleworking. One full-time staff will be dedicated solely to working directly with the target sites to gather survey data, develop custom promotions and incentives, and administer the program. Staff will involve worksite Employee Transportation Coordinators to expand existing programs and develop innovative promotions, incentives, and marketing strategies. The project is expected to reduce 305 annualized trips (17 of them by teleworking).

### **14. Washington Beef—Vanpool Project** **\$14,030**

This project pairs Washington Beef with Yakima Transit to add two more vans to the transit system's program. With two vans funded by a grant now being self-sustaining, this project will make it possible to meet the needs of a waiting list of individuals in Benton and Yakima counties who would also like to use this commute option. The project will reduce 31 annualized trips.

### **15. Sage Manufacturing—Save, Simplify and Share your way to work** **\$11,200**

This Bainbridge Island project will reduce trips by subsidizing vanpools and transit passes and providing bike racks and showers for employees who cycle to work. The project will also implement a Commuter Flexible Spending Account. The project will reduce 32 annualized trips.

### **16. Whatcom Transit Authority—Smart Trips Downtown Bus Pass** **\$84,000**

This is a multi-year project to reduce traffic congestion in the county's two highest congestion areas, downtown Bellingham and Fairhaven. The project will use community-wide advertising, promotion, and incentives to reduce 210 annualized trips among the 7,000 employees in these areas. During the project's first year (2006–2007), a Downtown Bus Pass incentive will be the

centerpiece for reducing trips during the morning commute. TRPP funds will pay for 4,200 quarterly bus passes over the course of the year as one of several incentives for participation.

### **Questions?**

For more information about the Trip Reduction Performance Program, contact Robin Hartsell at [hartser@wsdot.wa.gov](mailto:hartser@wsdot.wa.gov) or 360.705.7508